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Media Literacy is a global challenge: Tessa Jolls

Hyderabad, Mar 29 (UNI) "Media Literacy is not a regional or a national phenomenon, It is a global challenge and a basic human right."

Ms Tessa Jolls , President and CEO, Center for Media Literacy, California, USA, expressed the view while delivering an online lecture on "Media Literacy: A Mandatory Human Right" on March 26, a release here said on Monday.

The Instructional Media Centre, Maulana Azad National Urdu University (MANUU) organized their 3rd MANUU Knowledge Series Lecture.

Speaking as the Chief Guest, she delivered an enthralling and enlightening lecture disseminating the various aspects of Media Literacy.

Ms Jolls explained the importance of media Literacy by giving an example of how a simple automobile is now a Data Mining machine and added that if the product is free, the consumer is the product. The subject like "Media Literacy: A Basic Human Right" is of utmost importance, She said.

In his Presidential address, Prof S M Rahmatullah, Vice-Chancellor, In-charge explained about the power of Knowledge. He congratulated IMC in its efforts in getting MANUU fraternity with global exposure by organizing lectures of such important figures like Tessa Jolls.

He appreciated the guest speaker for categorically explaining the importance of understanding media literacy in a better way.

Prof Siddiqui Mohammed Mahmood, Registrar In-charge, in his address said that evolution is key in the overall cognitive development of human beings as a species in which Media Literacy plays a crucial role.

Mr Rizwan Ahamd, Director, Centre in his welcome address said that in digital world which is rapidly redefining the principles of Media, It is essential to understand the importance of Media Literacy and how it can be used to make or break the cognitive development of the human species.

Mr Omar Azmi, Co-ordinator & Producer conducted the programme and Mr Mohd Imtiyaz Alam, Research Officer, IMC proposed vote of thanks.

The programme was broadcasted live on the IMC-MANUU Youtube channel, the release added. UNI VV JW1737

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More News**Priyanka Gandhi to reach Kerala for election campaigns**

29 Mar 2021 | 11:24 PM

Thiruvananthapuram, Mar 29 (UNI) Congress General Secretary Priyanka Gandhi Vadra will reach Kerala on Tuesday to attend a series of election campaigns ahead of the April 6 Assembly elections in

UNI Photo

NANDIGRAM, MAR 29 (UNI):- West Bengal Chief Minister and TMC supremo Mamata Banerjee waving supporters at an election rally in Nandigram on Monday. UNI PHOTO- AK1911

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